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by Council Liaison's Office

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Alex Sanchez

SUBJECT: SEE BELOW

DATE: April 4, 2001

Approved

Date

04.09.01

INFORMATION

**SUBJECT: PUBLICIZING PROGRAMS FOR REPAIRING AND REPAINTING
MOBILEHOMES (Council Referral No. 2-13-01-4.4)**

BACKGROUND

On February 13, 2001, the City Council approved a change to the Housing Rehabilitation Program to exempt loans and grants for the repair and repainting of mobilehomes from the policy directing 75% of Program resources to target neighborhoods. At that time, the City Council directed the Housing Department staff to develop and implement a method for notifying mobilehome owners about the availability of City resources to assist them with the repair and/or repaint of their homes.

ANALYSIS

Mobilehome parks tend to be very close-knit communities, and it is our experience that most of the applications the Housing Department receives for mobilehome repair loans/grants and paint grants is generated by word of mouth.

Nonetheless, we have sent a letter from the Director of Housing to the manager of each mobilehome park in San Jose outlining the program changes along with several copies of the marketing information for both the **Mobilehome Repair Program** and the **Paint Grant Program** for homeowners. We have asked the park managers to disseminate this information (by including it in the park newsletter and/or posting it in clubhouses) and to retain some applications for distribution to park residents whose property require immediate repairs and/or repainting. This information was also sent to the California Mobilehome Resource and Action Association (CMRAA). Additionally, we will ask CMRAA to publicize the two programs in its newsletter.

The letter and program information sheets were sent out during the first week of April 2001. We will be tracking responses to these recent program changes and marketing efforts to assist us with future program strategies.

ALEX SANCHEZ
Director of Housing